

## **Cable's Upholstery Launches milliondollarmattress.com Website; Custom Mattresses at Everyday Prices**

*By Mary Cable*

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*A new mattress company, Million Dollar Mattress, has been established by Haase Cable Enterprises, Inc., in association with Cable's Upholstery Design Studio, Inc., both of Milford, NH. Custom made mattresses from all American parts will be sold.*

HCE, Inc. president, Patrick R. Haase, envisioned a new, innovative concept of selling mattresses that are only custom made. The prices have to be realistic, and the value has to be in the mattress itself, not in multiple levels of distribution. Also, every component has to be of American materials. No foreign "mystery foam" would be allowed. Haase's partner, Mary Cable, of Cable's Upholstery Design Studio, Inc., also insisted that the manufacturers for their mattresses have the highest quality and integrity for a superior product line of memory foam, natural latex and traditional spring mattresses. To keep the prices reasonable for their customers, Haase and Cable chose the Internet for their showroom at Million Dollar Mattress. Both insisted on a clean, clear website that is easy to understand and use, and to have a knowledgeable customer service department.

"If you look at the major mattress websites on the Internet or choices in a mattress store, there is a lot of confusion for consumers. Sales gimmicks and inflated "Suggested Retail" prices are no indication of the true value of the mattress they have purchased. What is the mattress really worth if it's always 50% off?" said Haase in a recent interview.

Cable added, "Quality is another issue of concern. One major store told us that all of their memory foam mattresses came from China. Another local mattress salesman told us that questionable ingredients had been discovered in that country's foam products. Consumers deserve the best product for their money."

Haase continued, "One of our customers had their famous brand name mattress replaced for the third time in as many years. Now, if a manufacturer can replace the same mattress three times and still make money on it, you have to wonder how well it was made in the first place. For the hundreds of hard earned dollars they spent on that bed, they should be getting more quality than just a pretty cover. This has happened to enough consumers to raise questions on mattress quality throughout the industry in general. I was disgusted when I read the famous name mattress complaints at <http://www.consumeraffairs.com>."

"Milliondollarmattress.com will go a long way to give the consumer a mattress they can depend on, year after year," Cable concluded.

According to the Better Sleep Council (<http://www.bettersleep.org>), in general, a mattress set that has been in use 5-7 years is no longer providing you with the best comfort and support. With 1/3 of a person's life spent in bed, a supportive mattress is essential for health.

Milliondollarmattress.com offers an all custom made line of memory foam, natural latex and traditional spring mattresses, made from American materials. Each sleep set is made when it is ordered by the customer. For more information, contact Million Dollar Mattress at 1-877-641-1166 or visit <http://www.milliondollarmattress.com>.

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Million Dollar Mattress™ is a new mattress company featuring all custom made memory foam, natural latex and traditional spring mattresses. Every mattress component is American made and all of our mattresses are proudly made in New England. We chose manufacturers who had pride in their work, and who had the necessary knowledge and experience to build the superior products consumers deserve. By marketing this unique product line on the internet at <http://www.milliondollarmattress.com> to keep the prices reasonable. Each custom made mattress is factory fresh -made only when ordered.

Category           Retail, Family, Business  
Tags               memory foam mattress, custom mattress, latex mattress, memory foam, memory foam mattress,  
custom spring mattress  
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